

Note for Schwartz, Andrew

*** URGENT ***

From: Schwartz, Andrew
Date: Mon, Sep 27, 1993 3:18 PM
Subject: Scanner Apps Mkts
To: Whalen, Roy
Cc: Anise, Roy; Heironimus, John
File(s): SCANAPPLIC

Roy-
Scanner Applications has been asked to provide a final proposal to the Brand group for consideration, covering, each of four new mini-test markets: Grand Rapids, Des Moines, Jacksonville and Billings. I have enclosed share volume, contribution and pricing data for these DMA's which will be faxed to Jack Harrison this afternoon. Please note that these mkts receive a disproportionate volume contribution from both C-stores (42% to 54%) and Chain accounts (59% to 80%).

This test has been scaled back and is now limited to executional learning only. It is my understanding that responsibility for execution and evaluation of this initiative rests with Scanner Applications and the Brand group.

Andrew

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